



ICPA

ILLINOIS
COLLEGE
PRESS
ASSOCIATION

Established 1982
*Affiliated with the
Illinois Press Association*

Nov. 30, 2021

Dear News Organization Advisers and Editors:

The time is here again to select and submit your entries for the Illinois College Press Association Contest. Enclosed you'll find the contest rules, categories and directions for online submission. Please read the materials carefully, and if you have any questions, please let me know.

We are using the services of the Illinois Press Association's contest coordinating website, ACES. All entries will be submitted in electronic format to the website listed in the attached materials. Please follow the enclosed step-by-step instructions for how to submit your materials to the site.

Entries must be received/time stamped no later than **11:59 p.m., Wed. Dec. 15, 2021.** Categories will be judged by professional journalists across Illinois and some in other parts of the country. Categories are divided by school size and publication frequency, along with several categories that are open to all schools.

All awards, including first, second and third places and honorable mentions, will be announced at the annual ICPA convention, February 18-19, 2022, in Chicago. We are working toward having our convention in person again.

If your news organization is not currently affiliated with the ICPA or your membership has lapsed, now is the time to renew. Those forms will accompany these materials. *To enter the contest, your publication(s) needs to be an active ICPA member.*

I look forward to receiving your entries in December. Thanks for your participation!

Stacia G. Campbell
Northwestern University
2nd Vice President
Illinois College Press Association
icpa@newspapercontest.com
s-campbell@northwestern.edu

2021 ICPA Contest Rules and Instructions

Member news organizations and students on staff during the contest period are eligible to enter. While a news organization must be an active member of the Illinois College Press Association to enter the contest, there are no entry fees.

All entries must have been published between Dec. 1, 2020, and Nov. 30, 2021. Entries must be submitted through the ACES contest system. Directions attached.

Questions can be submitted to:

Stacia Campbell, Northwestern University, ICPA 2nd Vice President

icpa@newspapercontest.com OR s-campbell@northwestern.edu

Deadline for submitting entries: Wednesday, December 15, 2021, at 11:59 p.m.

- General info about ACES follows. Improperly prepared or late entries will be disqualified.
- We reserve the right to cancel a category if there is a lack of entries.
- All entries must be the work of a student member of a student news organization staff that is an active member of the Illinois College Press Association.
- Please limit the number of students listed for awards. Cite the person whose work is most reflected for each entry. A second person may be named if they contributed significantly to the overall story, design, etc. Do not list every editorial board member for editorials; instead, name the person who wrote the editorial or "staff." **Entries with three or more entrant names will be credited to "staff."**
- *Please only enter your best work, not just something in every category.* Judges get very frustrated when they have to evaluate dozens of entries of mediocre work only entered because newspapers feel they should enter every category, no matter the quality of the entries.
- EACH PUBLICATION MAY HAVE MULTIPLE PEOPLE SUBMITTING ON ITS BEHALF, BUT YOU MUST COORDINATE ON YOUR END.

Important Changes to the 2021 Contest To Note

- General Excellence is back and broken down into print and website categories. There are also changes to how to select what you enter.
- The Sweepstakes Award that debuted last year will continue.
- Most Impactful COVID-19 Coverage has been eliminated.
- Best Podcast will be broken down into different content types — news, entertainment/culture and sports. There will also be a 30-minute time limit per podcast entry.
- Some limits on the number of entries have been imposed or changed. See category descriptions.
- There are some adjustments to advertising categories. We have broken it out into print and digital ads, staff-produced for an outside client or in-house promotion.
- A new category of Best Newsletter has been added to recognize quality work on e-newsletters produced by member publications.

2021 ICPA Contest Rules and Instructions

Member news organizations and students on staff during the contest period are eligible to enter. While a news organization must be an active member of the Illinois College Press Association to enter the contest, there are no entry fees.

All entries must have been published between Dec. 1, 2020, and Nov. 30, 2021. Entries must be submitted through the ACES contest system. Directions attached.

Questions can be submitted to:

Stacia Campbell, Northwestern University, ICPA 2nd Vice President

icpa@newspapercontest.com OR s-campbell@northwestern.edu

Deadline for submitting entries: Wednesday, Dec. 15, 2021, at 11:59 p.m.

- General info about ACES follows. Improperly prepared or late entries will be disqualified.
- We reserve the right to cancel a category if there is a lack of entries.
- All entries must be the work of a student member of a student news organization staff that is an active member of the Illinois College Press Association.
- Please limit the number of students listed for awards. Cite the person whose work is most reflected for each entry. A second person may be named if they contributed significantly to the overall story, design, etc. Do not list every editorial board member for editorials; instead, name the person who wrote the editorial or "staff." **Entries with three or more entrant names will be credited to "staff."**
- *Please only enter your best work, not just something in every category.* Judges get very frustrated when they have to evaluate dozens of entries of mediocre work only entered because newspapers feel they should enter every category, no matter the quality of the entries.
- EACH PUBLICATION MAY HAVE MULTIPLE PEOPLE SUBMITTING ON ITS BEHALF, BUT YOU MUST COORDINATE ON YOUR END.

Important Changes to the 2021 Contest To Note

- **General Excellence is back and broken down into print and website categories. There are also changes to how to select what you enter.**
- The **Sweepstakes Award** that debuted last year will continue.
- **Most Impactful COVID-19 Coverage** has been eliminated
- **Best Podcast will be broken down into different content types** — news, entertainment/culture and sports. There will also be a **30-minute time limit** per podcast entry.
- Some **limits on the number of entries** have been imposed or changed. See category descriptions.
- **There are some adjustments to advertising categories.** We have broken it out into print and digital ads, staff-produced for an outside client or in-house promotion.

- A new category of **Best Newsletter** has been added to recognize quality work on e-newsletters produced by member publications.

Category Notes:

- Any member news organization, daily or non-daily, may submit entries for the Open competition. Separate categories have been established for judging dailies and non-dailies. (See categories sheet)
- **Schools may submit two entries per category, unless otherwise noted.** Submit only entries of high quality that merit attention. Screenshots (.pdfs) of work from the member school's website are allowed in the appropriate *categories*.
- For Photos, a photo published online only may be entered, even if it was not published in print.
- For Best Online News Site, please include your online publication's URL on the entry.
- For Multimedia Reporting, entries should use a combination of media such as audio, video, slideshows and/or interactive content to report on news, features or sports. Entries may have appeared in print or online.
- For Best Sports News Story, please note this *does not include game stories*. There is a separate Best Sports Game Story category.
- For Sweepstakes, there is no need for an entry as winners are determined by point totals.

2021 ICPA Contest Categories

Open (for both dailies and non-dailies)

1. Editorial Cartoon (include a brief explanatory note for cartoon of narrowly local content)
2. Entertainment Supplement – Weekly or Periodic Entertainment Section (Only one entry per school; send single PDFs that include multiple pages only, not multiple PDFs.)
3. Special Supplement (excluding weekly or periodic entertainment supplements; send single PDFs that include multiple pages only, not multiple PDFs)
4. Graphic Illustration (hand-drawn line art, illustrations, charts or graphs that complement news, editorial or features copy in package; single PDFs that include multiple pages only, not multiple PDFs, are preferred)
5. Critical Review – Film
6. Critical Review – Other Than Film
7. Advertisement – Best Print Ad (staff-produced for outside client or in-house promotion)
8. Advertisement – Best Digital Ad (staff-produced for outside client or in-house promotion)
9. Newsletter – Judges will consider the quality of writing, design, subject matter and overall impact of e-newsletter

Dailies

10. General Excellence – Print: Three complete editions published consecutively within contest timeframe (**no stand-alone special editions**). Only one entry per school. (Three complete issues constitute one entry; submit one PDF). Judges look for quality of writing, reporting, coverage and content; leadership in opinion content; in-depth reporting; effective use of headlines; quality of photography; visual appeal of design, art and graphics.
11. General Excellence – Web: Ease of navigation and visual appeal; effective use of multimedia and visuals; quality of writing, reporting, coverage and content; leadership in opinion content; in-depth reporting. Submit your publication's URL.
12. Front Page Layout: Three pages of the newspaper's choice. Only one entry per school. (Submit single PDF that includes three consecutive front pages; send single PDFs that include multiple pages only, not multiple PDFs)
13. Editorial (unsigned opinion of the newspaper's editorial board)
14. Opinion Page(s) (single or double truck to be judged on both layout and content; send single PDFs that include multiple pages only, not multiple PDFs)
15. Column (excluding sports)
16. Feature Story (other than sports)
17. Feature Page Design (single or double truck judged on layout and content; Submit single PDF that includes all pages.)
18. News Story (single story, can be accompanied by related sidebars published same day; Submit single PDF that includes all pages)
19. Sports News Story (single story, can be accompanied by related sidebars published same day; Submit single PDF that includes all pages)
20. Sports Game Story (covering a sporting event; written on deadline; Submit single PDF that includes all pages)
21. Sports Feature Story (Submit single PDF that includes all pages)
22. Sports Column (Submit single PDF that includes all pages)
23. Sports Page Design (single or double truck to be judged on layout and content; Submit single PDF that includes all pages.)
24. In-depth Reporting (single story or stories, either as a series or continuing coverage; sending single PDFs that include multiple pages only, not multiple PDFs, preferred)
25. Headline Writing (for single story, must include story)
26. Photo Essay (series of related photos used to tell a story; may be accompanied by a text story; sending single PDFs that include multiple pages only, not multiple PDFs, preferred)
27. Feature Photo (including sports)
28. Sports Photo (game or sideline/crowd action or reaction)
29. General News Photo (all news photos, other than spot news. Timely news value is important.)
30. Spot News Photo (newsworthy event with no advanced planning possible; published in following issue)
31. Multimedia Reporting (include link to the URL in the entry)
32. Online News Site (include link to your publication's URL)
33. Podcast – News (two-entry limit, 30 minutes max running time for each entry)

34. Podcast – Sports (two-entry limit, 30 minutes max running time for each entry)
35. Podcast – Entertainment & Culture (two-entry limit, 30 minutes max running time for each entry)

Non-Dailies

(The ACES system will break entries out by school enrollment of 4,000 or more or less than 4,000)

36. General Excellence – Print: Three complete editions published consecutively within contest timeframe **(no stand-alone special editions)**. Only one entry per school. (Three complete issues constitute one entry; submit one PDF). Judges look for quality of writing, reporting, coverage and content; leadership in opinion content; in-depth reporting; effective use of headlines; quality of photography; visual appeal of design, art and graphics.
37. General Excellence – Web: Ease of navigation and visual appeal; effective use of multimedia and visuals; quality of writing, reporting, coverage and content; leadership in opinion content; in-depth reporting. Submit your publication's URL.
38. Front Page Layout: Three pages of the newspaper's choice. Only one entry per school. (Submit single PDF that includes three consecutive front pages; send single PDFs that include multiple pages only, not multiple PDFs)
39. Editorial (unsigned opinion of the newspaper's editorial board)
40. Opinion Page(s) (single or double truck to be judged on both layout and content; Submit single PDF that includes all pages; send single PDFs that include multiple pages only, not multiple PDFs)
41. Column (excluding sports)
42. Feature Story (other than sports)
43. Feature Page Design (single or double truck judged on layout and content; Submit single PDF that includes all pages; send single PDFs that include multiple pages only, not multiple PDFs)
44. News Story (single story, can be accompanied by related sidebars published same day; sending single PDFs that include multiple pages only, not multiple PDFs, preferred)
45. Sports News Story (single story, can be accompanied by related sidebars published same day; sending single PDFs that include multiple pages only, not multiple PDFs, preferred)
46. Sports Game Story (covering a sporting event; written on deadline) Sports Game Story (covering a sporting event; written on deadline; sending single PDFs that include multiple pages only, not multiple PDFs, preferred)
47. Sports Feature Story (Sending single PDFs that include multiple pages only, not multiple PDFs, preferred)
48. Sports Column (Sending single PDFs that include multiple pages only, not multiple PDFs, preferred)
49. Sports Page Design (single or double truck to be judged on layout and content; Submit single PDF that includes all pages; sending single PDFs that include multiple pages only, not multiple PDFs)
50. In-depth Reporting (single story or stories, either as a series or continuing coverage; sending single PDFs that include multiple pages only, not multiple PDFs, preferred)
51. Headline Writing (for single story, must include story)
52. Photo Essay (series of related photos used to tell a story; may be accompanied by a text story; sending single PDFs that include multiple pages only, not multiple PDFs, preferred.)
53. Feature Photo (including sports)
54. Sports Photo (game or sideline/crowd action or reaction)
55. General News Photo (all news photos, other than spot news. Timely news value is important criteria)

56. Spot News Photo (newsworthy event with no advanced planning possible; published in following issue)
 57. Multimedia Reporting (include link to the URL in the entry)
 58. Online News Site (include link to your publication's URL on the entry)
 59. Podcast – News (two-entry limit, 30 minutes max running time for each entry)
 60. Podcast – Sports (two-entry limit, 30 minutes max running time for each entry)
 61. Podcast – Entertainment & Culture (two-entry limit, 30 minutes max running time for each entry)
-

If you have any questions, please contact Stacia Campbell, ICPA 2nd Vice President, at icpa@newspapercontest.com or s-campbell@northwestern.edu.

Thanks for your participation in our 2021 contest

